INITIAL INTRODUCTORY AD

Gas. It could change your brand to Fact.

You might not know it, but cigarette smoke is mostly gas—many different kinds. Not just tar and nicotine.

And despite what we tobacco people think, some critics of smoking say it's just as important to cut down on some of the gases as it is to lower tar and nicotine.

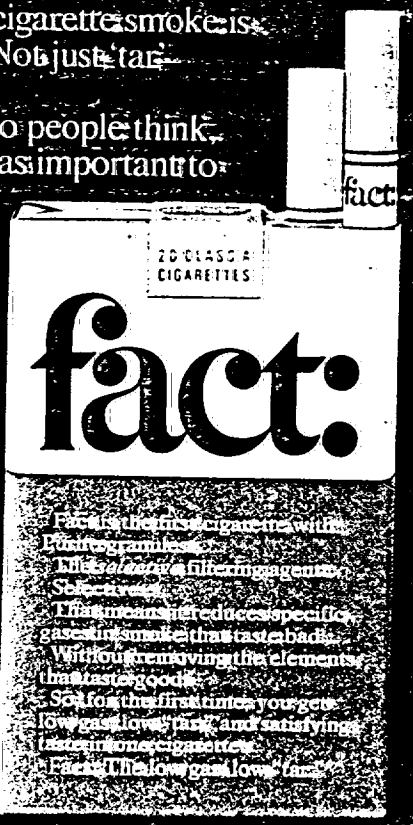
No ordinary cigarette does both. But Fact does.

Fact is the first cigarette with the revolutionary Purite filter. And Fact reduces gas concentrations while it reduces tar and nicotine.

Read the pack. It tells how you get the first low gas, low tar smoke with good, rich taste.

Taste as good as the leading king-size brand.

And that's not fiction. That's a Fact.


fact
20 CLASS A CIGARETTES
fact:
Fact is the first cigarette with
Purite granules in
Fact's revolutionary filter engineered
Selectively
Fact removes and reduces specific
gases in smoke that taste bad.
Without removing the elements
that taste good.
So for the first time, you get
low gas, low tar and satisfying
taste in one cigarette.
Fact. The low gas, low tar.

Available in regular and menthol.

Fact. The low gas, low tar.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

Regular, 14 mg. "tar," 1.0 mg. nicotine, Menthol, 13 mg. "tar," 1.0 mg. nicotine, av. per cigarette, by FTC method.

Better Here

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Source: https://www.industrydocuments.ucsf.edu/docs/nkk00000